

Making your agency's
sites more accessible to
search engine users

Implementing the Sitemap protocol

Agenda

Common barriers to search engine crawling

How citizens access their government online

Implementing the Sitemap protocol

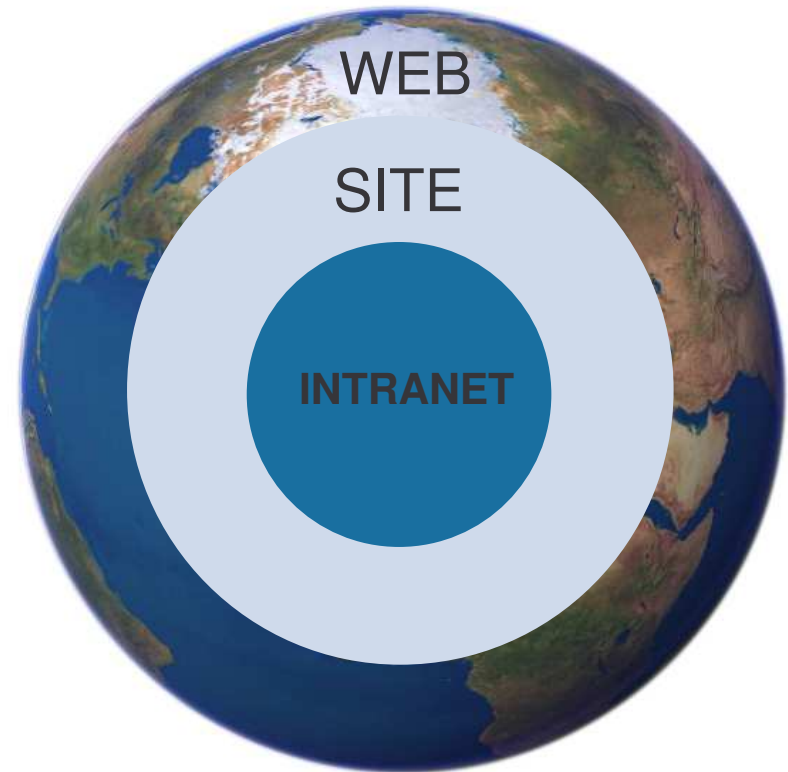
Google Webmaster Tools

Success stories

Q&A

Clarifications

- Public content only
- Non-proprietary
- No direct cost—nothing for sale
- Web search, not site search (e.g. Google Search Appliance)
- No security risk



Sitemaps.org

An open, industry standard for web search engine crawling



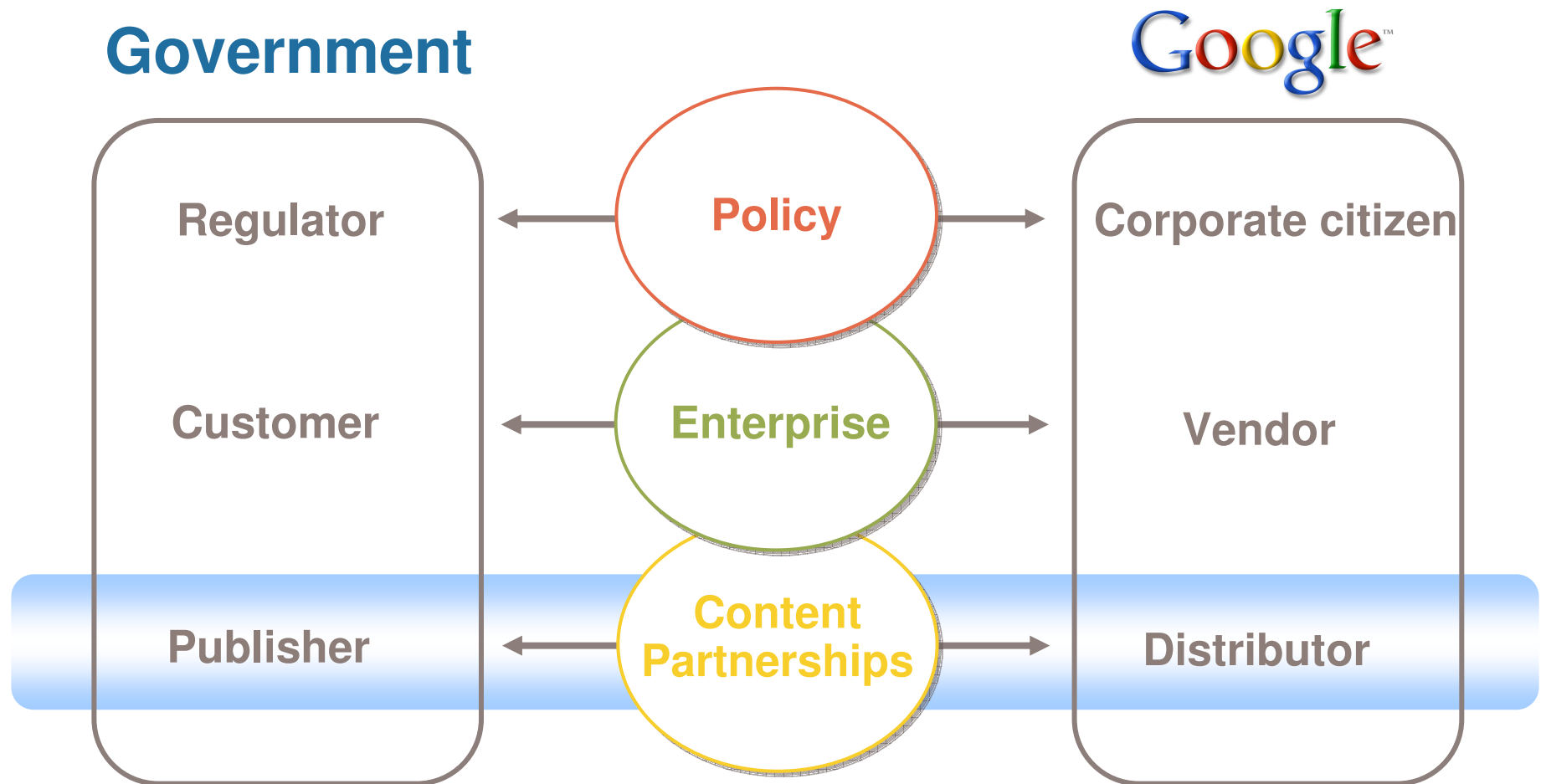
What are Sitemaps?

Sitemaps are an easy way for webmasters to inform search engines about pages on their sites that are available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL (when it was last updated, how often it usually changes, and how important it is, relative to other URLs in the site) so that search engines can more intelligently crawl the site.

Web crawlers usually discover pages from links within the site and from other sites. Sitemaps supplement this data to allow crawlers that support Sitemaps to pick up all URLs in the Sitemap and learn about those URLs using the associated metadata. Using the Sitemap [protocol](#) does not guarantee that web pages are included in search engines, but provides hints for web crawlers to do a better job of crawling your site.

Sitemap 0.90 is offered under the terms of the [Attribution-ShareAlike Creative Commons License](#) and has wide adoption, including support from Google, Yahoo!, and Microsoft.

Google's relationships with government



Web search vs. site search

Supporting the two levels of search



Site Search

All of the open and accessible deep web	Search scope	A segment of your public site's content
Citizens and professionals	User	Professionals and citizens
Googlebot's crawling intervals	Freshness	Customizable
Limited by robots.txt, dynamic content.	Crawling	Limited by server capacity and cost
High-level stats	Reporting tools	More detailed, all facets
Free	Cost	Varies

The majority of citizens access government through web search engines

National Institutes of Health (nih.gov)

- More than 70% of unique users in July 2006 were referred by search engines (Google, Yahoo, MSN, AOL, Ask)

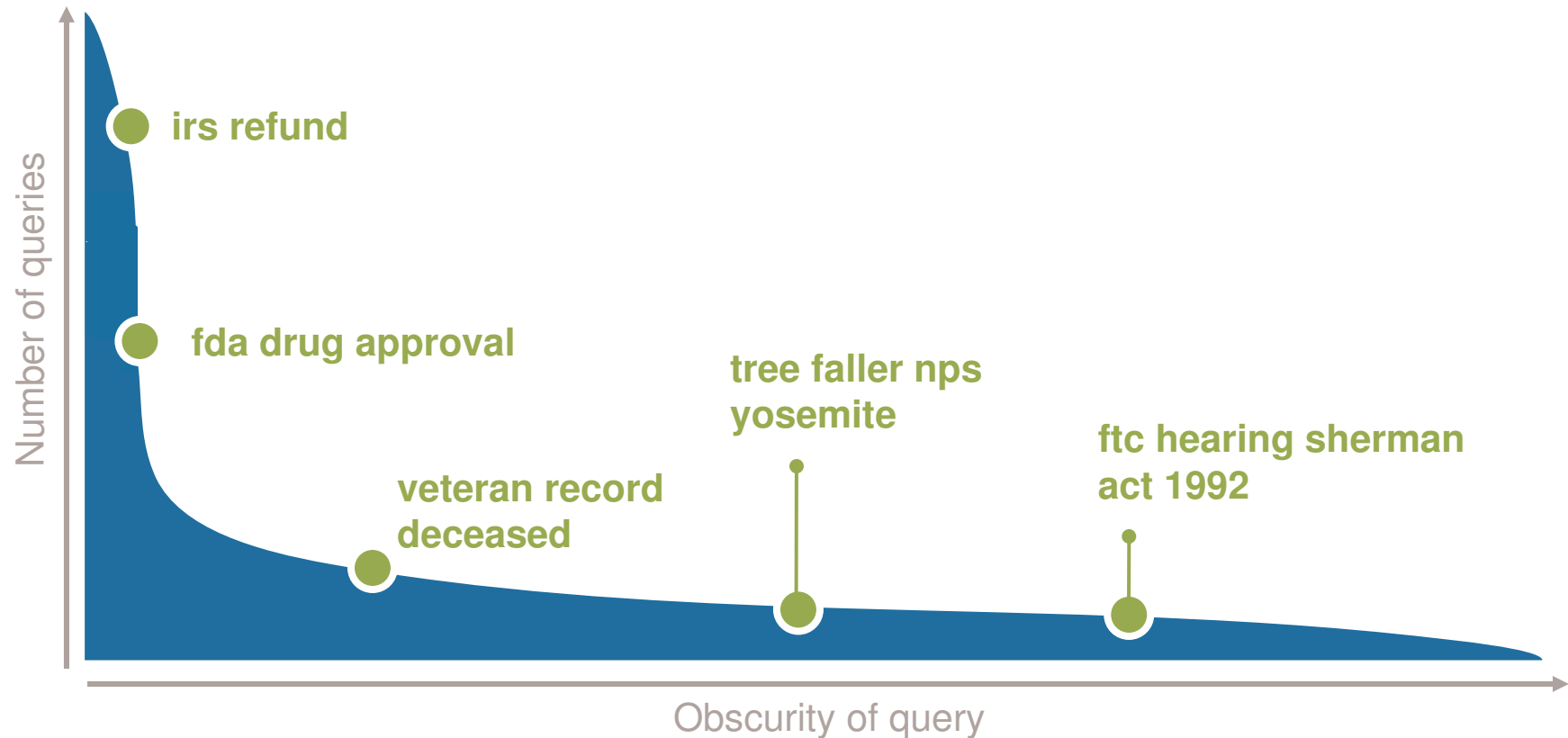


- Only 4% of unique users came directly to nih.gov sites

Source: ComScore, 2006

And citizens expect to find everything through search

The long tail of federal government information

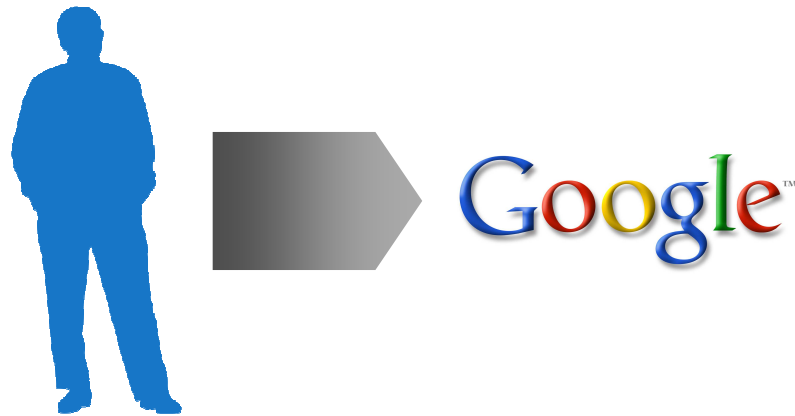


Not all information is created equal

The value of government content – a pillar of the web



Search engines are the point of departure, government sites are the destination



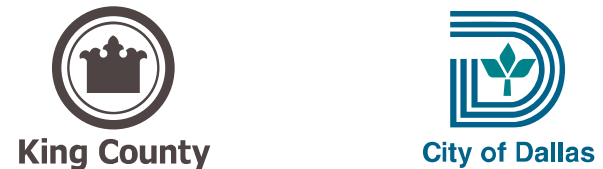
Federal



State



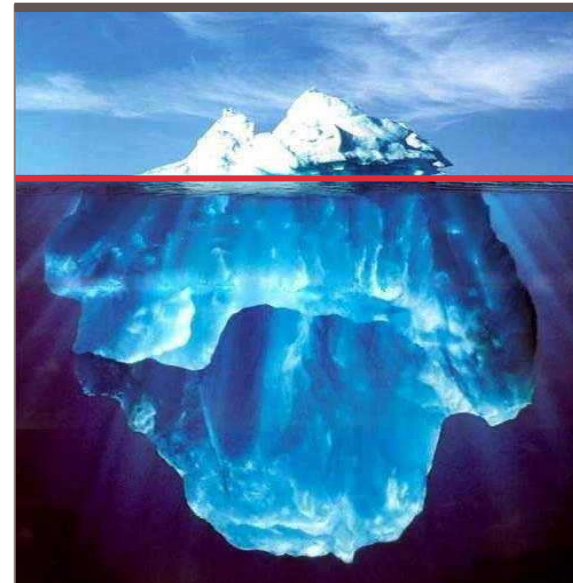
Localities



Barriers to web search engine crawling

What can make a site effectively invisible to search engine users

- Content “hidden” behind search forms
- Non-HTML links
- Outdated robots.txt crawling restrictions
- Server errors (crawler times out when fetching content)
- Orphaned URLs
- Rich media: audio, video
- Premium content



WEB
Searchable

DEEP WEB
Not searchable

Crawlers cannot navigate search forms

When crawled

[Home](#) → [Business Services](#) → [Search database](#)

Business Services

- [Search database](#)
- [Search 487 database](#)
- [Search the archives](#)
- [Database info](#)
- [Choosing a Business](#)
- [Resource Links](#)
- [Online Forms](#)
- [Fee Schedule](#)
- [Legal matters](#)
- [e-Filing](#)
- [e-Filing your forms](#)
- [e-Filing reports](#)

Search Our Database

Welcome! This page allows you to enter in a name, and retrieve the information you are looking for.

Name:

Results per page: 10

-or-

Case #:

[Corporate search info](#)

Liability Statement: While we make all reasonable efforts to ensure the accuracy of information contained on this website, we make no representation or warranty as to the correctness or completeness of the information.

[Home](#) | [Site Map](#) | [Contact Us](#)

Database Search Results

Searched john smith Results 1 - 10 of 385

Company	Status	Type	Name
37542	Inactive	Legal	SMITH, LIMITED
195660	Inactive	Legal	SMITH AND CO., INC.
246212	Active	Legal	SMITH & COMPANY, INC.
144521	Inactive	Former	SMITH & ACKLEY, INC.
266763	Active	Legal	SMITH & ASSOCIATES, L.L.C.
37787	Active	Former	SMITH & ASSOCIATES INSURANCE SERVICES, INC.
252270	Active	Legal	SMITH & CARSON, INC.
187233	Inactive	Fictitious name	SMITH & HATCH, INC.
181647	Inactive	Legal	SMITH & HOLTkamp, P.C.
179923	Inactive	Legal	SMITH AND JONES INC.

Result Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#)

[Home](#) | [Site Map](#) | [Contact Us](#)

Search results are invisible

The solution: Sitemaps

The Sitemap protocol enables a web publisher to proactively manage search engine crawling



“The launch of Sitemaps is significant because it allows for a single, easy way for websites to provide content and metadata to search engines”

—Tim Mayer, Senior Director of Product Management, Yahoo Search

“We are 100% behind this protocol - this kind of collaboration will help improve the search experience for all of our customers”

—Ken Moss, General Manager, Live Search

- Sitemap protocol developed by Google in June 2005 and released under Creative Commons License
- Adopted as an industry standard in November 2006: www.sitemaps.org

Navigational sitemap

A browse index or sitemap enables a user to navigate throughout a site

SITE INDEX	
To view or print the PDF content on this page, download the free Adobe® Acrobat® Reader® .	
NEWS	OFFICES
Treasury Deputy Secretary Kimmitt Travels to Asia this week to Discuss Compact with Iraq	Office of Domestic Finance
KEY TOPICS	Debt Management
General Interest	Advanced Counterfeit Deterrence
Law Enforcement	Office of Financial Institutions
International	Federal Financing Bank
Taxes	Financial Institutions
Financial Markets	Financial Markets
Currency & Coins	Fiscal Service
Small Business	Office of Economic Policy
Accounting & Budget	Working Papers
Technology	Total Taxable Resources
PRESS ROOM	Terrorism and Financial Intelligence
Public Schedule	Office of Foreign Assets Control
	Executive Order 13324
	National Money Laundering Strategy
	Executive Office for Asset Forfeiture

Sitemaps for search engines

- HTML
- Simple text
- XML

Simple text sitemap

A comprehensive list of URLs

<http://www.firstgov.gov/index.shtml>
<http://www.firstgov.gov/About.shtml>
http://www.firstgov.gov/Citizen/Services/Address_Changes.shtml
http://www.firstgov.gov/Topics/Parents_Adoptive.shtml
http://www.firstgov.gov/Government/State_Local/Ag_Environment.shtml
http://www.firstgov.gov/Citizen/Topics/Environment_Agriculture/Agriculture.shtml
http://www.firstgov.gov/Citizen/Facts/Facts_Agriculture.shtml
<http://www.firstgov.gov/Agencies/Federal/Executive/Agriculture.shtml>

XML sitemap

- A comprehensive list of URLs in XML
- Tagged with each URL's location, last modification, change frequency and priority

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.google.com/schemas/sitemap/0.84">

  <url>
    <loc>http://www.example.com/</loc>
    <lastmod>2005-01-01</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.8</priority>
  </url>
  <url>
    <loc>http://www.example.com/catalog?item=12&desc=vacation_hawaii</loc>
    <changefreq>weekly</changefreq>
  </url>
  <url>
    <loc>http://www.example.com/catalog?item=73&desc=vacation_new_zealand</loc>
    <lastmod>2004-12-23</lastmod>
    <changefreq>weekly</changefreq>
  </url>
  <url>
    <loc>http://www.example.com/catalog?item=74&desc=vacation_newfoundland</loc>
    <lastmod>2004-12-23T18:00:15+00:00</lastmod>
    <priority>0.3</priority>
  </url>
  <url>
    <loc>http://www.example.com/catalog?item=83&desc=vacation_usa</loc>
    <lastmod>2004-11-23</lastmod>
  </url>
</urlset>
```

Introducing Google Webmaster Tools

Free resources and tools to help you implement sitemaps and improve your sites' visibility in Google search results

Webmaster Central

Welcome to your one-stop shop for comprehensive info about how Google crawls and indexes websites. You can learn here how to ensure that your site is easily crawled and indexed and access tools that will enable you to diagnose crawling issues, study statistics on how your site is doing in our index, and tell us how you'd like your site to be crawled and indexed.



[Site status wizard](#)

Find out whether your site is currently being indexed by Google.



[Google's blog for webmasters](#)

The latest news and info on how Google crawls and indexes websites.



[Webmaster tools \(including Sitemaps\)](#)

Statistics, diagnostics and management of Google's crawling and indexing of your website, including Sitemap submission and reporting.



[Google's discussion group for webmasters](#)

Talk with your fellow webmasters and share your feedback with us.



[Submit your content to Google](#)

Learn about submitting content for Google properties such as Google Base and Google Book Search.



[Webmaster help center](#)

See answers to frequently asked questions about crawling, indexing, ranking and other webmaster issues.

Learn more at: <http://www.google.com/sitemapsgov>

[Link to appendix 1](#)

Implementing the Sitemap protocol

Step 1: Login to Webmaster Tools with your Google Account



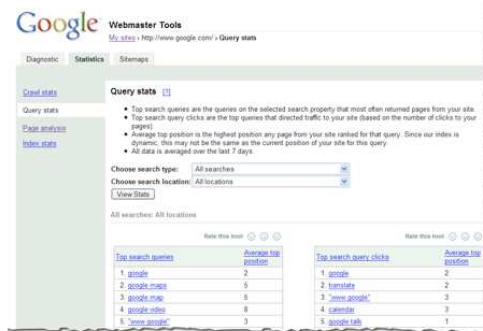
Google's [webmaster tools](#) provide you with a free and easy way to make your site more Google-friendly. Using our tools, you can:

Get Google's view of your website, and diagnose potential problems.

See how Google crawls and indexes your site and learn about specific problems we're having accessing it.

See how your site is performing.

Learn which queries drive traffic to your site, and see exactly how users arrive there.



Share info with us to help us crawl your site better.

Tell us about your pages: which ones are most important to you and how often they change. You can also let us know how you would like the URLs we index to appear.

Get started today -- it's free!

Simply log in with your Google Account and [add your site URL](#) to get started. It's an easy and free way to have a more interactive experience with Google.

Sign in to Google Webmaster Tools with your Google Account

Email:

Password:

☒ Remember me on this computer.

[I cannot access my account](#)

← Login

Not using Gmail or other Google Account services?


[Create a Google Account](#)

Learn more about Google webmaster tools:

- [About Google webmaster tools](#)
- [Google webmaster central](#)
- [Webmaster help center](#)
- [Google webmaster discussion group](#)



Step 2: Add a Site to verify ownership

 **Webmaster Tools**

mygovsite@gmail.com | [My Account](#) | [Help](#) | [Sign out](#)

My sites

Google webmaster tools are an easy way for you to submit all your URLs to the Google index and get detailed reports about the visibility of your pages on Google. To get started, simply add the URL of your site. You'll start to see information about your site right away.

Add Site:

Example: <http://www.google.com/> [\[?\]](#)

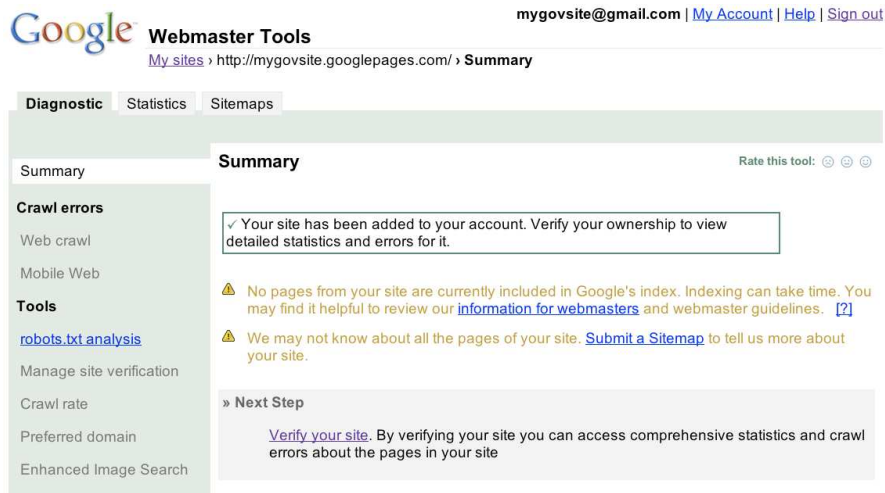
Read more about Google webmaster tools:

[Learn more about the Google webmaster tools program](#)

[Learn more about Google Mobile Sitemaps](#)



Step 3: Verify your site



Verification status



Verification status: NOT VERIFIED

Once you verify that you're the site owner, we can provide you with comprehensive statistics and error information about the pages in your site. If you're unable to verify, you can still use the webmaster tools, submit Sitemaps, and see detailed information about those Sitemaps as well as basic information about your site. [?]

We offer two methods of verification. You can either upload an HTML file with a name we specify, or you can add a META tag to your site's index file. Choose your preferred method below. [?]

Two verification options

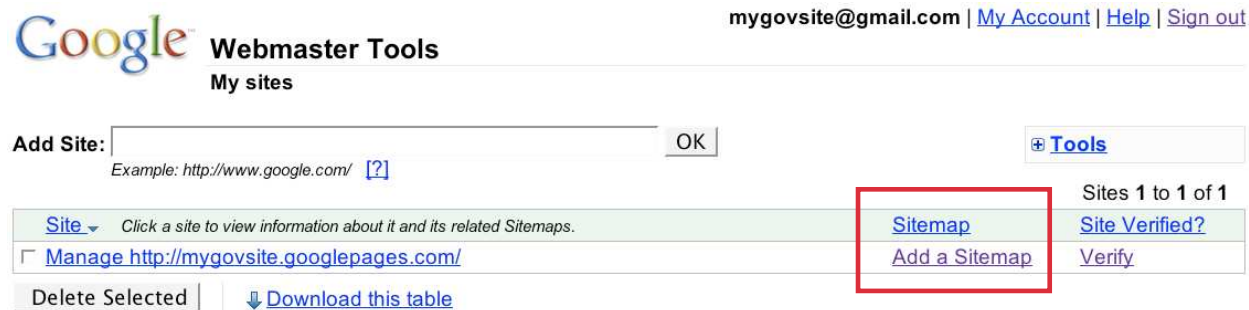


Choose verification method...
Choose verification method...
Add a META tag
Upload an HTML file



Step 4: Add a sitemap

- A. Create a sitemap with Google's Sitemap Generator or any third-party tool
- Use any available 3rd party tool (http://code.google.com/sm_thirdparty.html)
 - For custom, dynamic environments, you may need to rely on internal scripts to generate a list of urls



Add a Sitemap



Step 4: Add a sitemap

- A. Create a sitemap with Google's Sitemap Generator or any third-party tool

Which sitemap is best for your site?

	Simple Text	XML
pros	+ Easy to create + Acceptable format	+ Provides detailed information for smarter, efficient crawling + Tags are optional
cons	- No gains in efficiency	- Entails additional steps



Step 4: Add a sitemap

- B. Upload the sitemap file to your site
- C. Add the sitemap URL to your account
 - Add at the highest level in your website directory structure that you want crawled
 - See the status of the sites and sitemaps in your account

Add Sitemap

You can add a Sitemap to your account to provide us with additional information about your site. We will process your Sitemap and provide information on any errors in the Sitemaps tab. [\[?\]](#)

Choose type...

Choose type...
Add General Web Sitemap
Add Mobile Sitemap

Lists pages that are meant to be accessed by desktop browsers.

1. I've created a Sitemap in a supported format. [\[?\]](#)
2. I've uploaded my Sitemap to the highest-level directory to which I have access.

3. My Sitemap URL is:

Example: <http://mygovsite.googlepages.com/sitemap.xml>

Add Web Sitemap

Enter sitemap URL →



Features: Crawl Errors Show problematic pages

Web, Mobile →

URLs with errors →

Webmaster Tools
My sites > http://www.google.com/ > Web crawl

Diagnostic | Statistics | Sitemaps

[Summary](#)
Crawl errors
[Web crawl](#)
[Mobile Web](#)

Tools
[robots.txt analysis](#)
[Manage site verification](#)
[Preferred domain](#)

Web crawl [?]
This page lists URLs from your site that Googlebot had trouble crawling. Googlebot found these pages either in your Sitemap or by following links from other pages during a discovery crawl. Choose a category of errors to view:
HTTP errors (31) | [Not found \(67360\)](#) | [URLs not followed \(791\)](#) | [URLs restricted by robots.txt \(1600742\)](#) | [URLs timed out \(28\)](#) | [Unreachable URLs \(796\)](#)

Choose a date range:
Start date: End date: [Rate this tool:](#) ☹️ 😐 😊 😄

Errors 1 to 31 of about 31

URL	Detail	Last Calculated
http://www.google.com/accounts/ClientLogin	403 (Forbidden) [?]	Aug 14, 2006
http://www.google.com/chart	400 (Bad request) [?]	Aug 8, 2006
http://www.google.com/group/misc.health.diabetes	403 (Forbidden) [?]	Aug 2, 2006
http://www.google.com/grphp?hl=en&tab=wq	403 (Forbidden) [?]	Aug 12, 2006
http://www.google.com/interstitial?url=	403 (Forbidden) [?]	Aug 5, 2006
http://www.google.com/maplinedraw?width=	400 (Bad request) [?]	Aug 2, 2006

← Crawl error summary

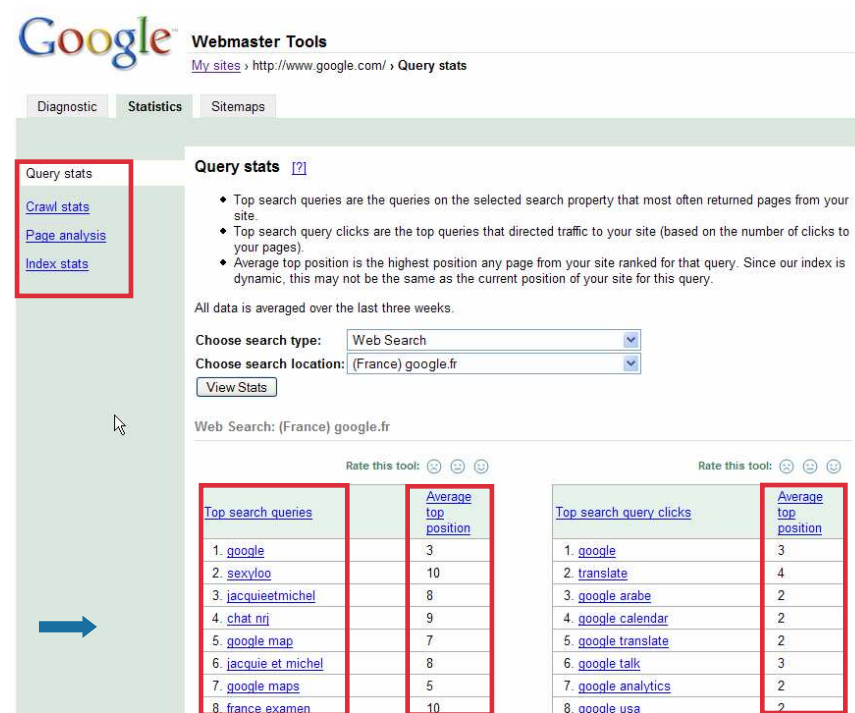
← Error detail, Date Stamp



Features: Query Stats identifies popular queries

- See your **top 20** search queries and search query clicks
- **Top position** shows you where your pages were listed per search query
- Easily export a report with **CSV** download feature

Search queries
= impressions in
search results



Position per query
in results

Query clicks = traffic



Overview of features: More information and statistics

- Crawl Errors → shows you which pages were problematic
- Query Stats → shows queries that drive traffic to your site
- Diagnostic → tab reports help you troubleshoot crawl errors
- Robots.txt → helps to improve your coverage
- Page Analysis → shows how Google sees your pages
- Index Stats → shows how your pages are indexed



Some questions to consider

- Publishing system:
 - What database applications (Oracle, SQL Server, flat files, etc) do you operate?
- System management:
 - Can you download and install third-party tools on your web server?
- URL structure:
 - Can you list and explain a few combinations of how your site URL is constructed?

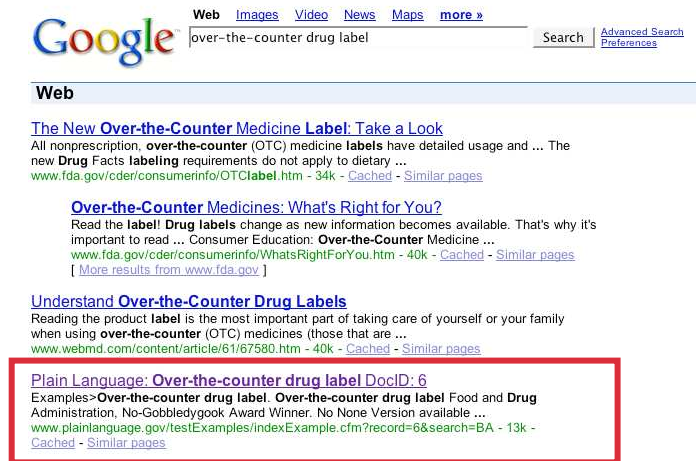
Success stories

PlainLanguage.gov success story

- Plain Language Information and Action Network (PLAIN), a federal inter-agency volunteer working group that encourages clarity in government communication to the public through PlainLanguage.gov
- Before-and-after examples of government documents served dynamically, thus uncrawlable



PlainLanguage.gov success story



- Web manager successfully implemented sitemap in ~8 hours, using available resources and through trial and error
- As new examples are added to the database, the sitemap is regenerated and submitted

OSTI success story

- Department of Energy agency that “makes R&D findings available and useful, so that science and technological creativity can advance”
- Web manager submitted sitemaps for Energy Citations and Information Bridge services, opening 2.3M bibliographic records and full-text documents to crawling
- Sitemap standard assures web search engines have “a complete picture” of information in OSTI services



OSTI success story

Google Web Images Video News Maps more »

nuclear physics giant resonances osti Search Advanced Search Preferences

Web

Energy Citations Database (ECD) - Energy and Energy-Related ...
 Subject, N68351 --Physics (Nuclear, Experimental)--Nuclear Properties ... The **giant dipole resonance** is not appreciably excited for any of the targets.(AIP) ...
www.osti.gov/energycitations/product.biblio.jsp?osti_id=4013309 - 15k -
[Cached](#) - [Similar pages](#)

Energy Citations Database (ECD) - Energy and Energy-Related ...
 Nuclear Physics Lab. Sponsoring Org, DOE/ER. Subject, 73 NUCLEAR PHYSICS AND ...
 tapes: **giant resonances**; nucleus-nucleus reactions; **nuclear** astrophysics; ...
www.osti.gov/energycitations/product.biblio.jsp?osti_id=6686188 - 13k -
[Cached](#) - [Similar pages](#)

[\[PDF\] Yields of Radionuclides Created by Photonuclear Reactions on Be, C ...](#)
 File Format: PDF/Adobe Acrobat - [View as HTML](#)
 Division of **Nuclear Physics**. Prepared by the OAK RIDGE NATIONAL LABORATORY ...
 where the (iy,n) values are averages over the **giant resonances** of ...
www.ornl.gov/~webworks/cppri/2002/rpt/112299.pdf - [Similar pages](#)



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1948 - Present

Energy Citations Database

Help Full-Text Availability Security/Disclaimers Comments

DOE Information Bridge Energy Files OSTI Home energy.gov

Availability information may be found in the Availability, Publisher, Research Organization, Resource Relation and/or Author (affiliation information) fields and/or via the "Full-text Availability" link. For a journal article, please see the Resource Relation field.

Title Giant resonances observed in the scattering of 96- and 115-MeV alpha particles

Creator/Author [Youngblood, D.H.](#) ; [Moss, J.M.](#) ; [Rozsa, C.M.](#) ; [Bronson, J.D.](#) ; [Bacher, A.D.](#) ; [Brown, D.R.](#)

Publication Date 1976 Mar 01

OSTI Identifier OSTI ID: 4013309

Other Number(s) CODEN: PRVCA

Resource Type Journal Article

Resource Relation Phys. Rev., C, v. 13, no. 3, pp. 994-1008

Research Org Cyclotron Institute and Physics Department, Texas A and M University, College Station, Texas 77843

Subject N68351 --Physics (Nuclear, Experimental)--Nuclear Properties & Reactions, 6 <= A <= 19--Nuclear Reactions & Scattering;N68451 --Physics (Nuclear, Experimental)--Nuclear Properties & Reactions, 20 <= A <= 38--Nuclear Reactions & Scattering;N68551 --Physics (Nuclear, Experimental)--Nuclear Properties & Reactions, 39 <= A <= 58--Nuclear Reactions & Scattering;N68651 --Physics (Nuclear, Experimental)--Nuclear Properties & Reactions, 59 <= A <= 89--Nuclear Reactions & Scattering;N68751 --Physics (Nuclear, Experimental)--Nuclear Properties & Reactions, 90 <= A <=

- Benefits include better representation in search results and reduced load on servers (by limiting duplicate crawling)
- First implementation completed in 16 staff hours -- can now be easily replicated across web search engines

NCES success story

- Department of Education agency that provides statistical information about districts, schools, and other educational facilities
- Using freely available tools, web manager submitted sitemaps to open five dynamic databases to crawling, adding 180K URLs



NCES success story

The diagram illustrates a successful web search outcome. On the left, a Google search for "gardiner elem school district" is shown. The top result, highlighted with a red box, is "Search for Public School Districts - District Detail for Gardiner Elem". This result includes a brief description of the NCES locator and a direct link to the district's detail page. An arrow points from this search result to the right, where the actual NCES website page is displayed. The website, titled "National Center for Education Statistics", provides comprehensive information about the Gardiner Elementary School District, including its name, county, mailing and physical addresses, phone number, and various demographic and operational statistics.

Search for Public School Districts - District Detail for Gardiner Elem
Use the Search For Public **S**chool Districts locator to retrieve information on all US public **s**chool districts. This data is collected annually directly from ...
nces.ed.gov/ccd/districtsearch/district_detail.asp?ID2=3011820 - 41k -
[Cached](#) - [Similar pages](#)

Montana School, School System and School District Information - MT
GARDINER ELEM GARDINER, MT CITY School District and Schools Information.
Elementary Schools, Middle Schools and High Schools in **GARDINER, MT** ...
www.schoolmatch.com/ppsi/schools/txtschmt.cfm - 94k - Nov 29, 2006 -
[Cached](#) - [Similar pages](#)

ies NATIONAL CENTER FOR EDUCATION STATISTICS
Institute of Education Sciences U.S. Department of Education
NewsFlash Staff Contact Site Index Help
Search [] NCES Go
Publications & Products Surveys & Programs Data Tools Tables & Figures Fast Facts School, College, & Library Search Annual Reports What's New? KIDSZONE

Search for Public School Districts **CCD** Common Core of Data

District Information [Modify Search](#) [Data Notes/Grant IDs](#) [Help](#)

District Name: Gardiner Elem schools for this district	County: Park	County ID: 30067
Mailing Address: 510 Stone Street Gardiner, MT 59030	Physical Address: 510 Stone Street Gardiner, MT 59030	Phone: (406) 848-7563
NCES District ID: 3011820		State District ID: 0614

District Details [Show Less](#)

Characteristics

Grade Span: (grades PK - 8)
PK KG 1 2 3 4 5 6 7 8

Total Schools:	2	Type:	Regular School District
Total Students:	157	Locale/Code:	Rural, outside CBSA / 7
Classroom Teachers (FTE):	10.7	Status:	No Boundary Change
Student/Teacher Ratio:	14.7	Metro Status:	Non MSA - Does not serve an MSA
Summer Migrant Students:	N/A	CSA/CBSA:	00000
ELL (formerly LEP) Students:	0	Supervisory Union #:	000
Students with IEPs:	20		

- Now surfacing tens of thousands of potential web search hits with links to NCES services
- Helping to ensure citizen users gain access to the latest data from the original source

Federal Sitemaps

An initiative to help federal agencies make their sites more accessible to search engine users

FederalSitemaps

[WikiHomePage](#) | [RecentChanges](#) | [Page Index](#)



[Login](#) ([create account](#))

Federal Sitemaps (3CFL)

[Upcoming](#) and [Past](#) Events (3E6G)

- The [Sitemap protocol](#) is an open, XML-based standard for managing search engine crawling. The protocol provides website owners a means of communicating to search engines the location, priority, change frequency, and last modification date of all pages on a website or web-accessible database, which can ensure complete and efficient crawling of the site's contents. (3CFM)
- The Sitemap protocol was introduced by Google in June 2005 under a Creative Commons License and was adopted in November 2006 as an industry standard by [Google](#), Microsoft and Yahoo. (3CFN)
 - [SearchEngineWatch - Search Engines Unite On Unified Sitemaps System](#) (3CQI)

Your Visited Pages

[FederalSitemaps](#)

[View Backlinks](#)

Search

<http://tinyurl.com/3byhy7>

Relevant legislation and OMB policy

- The Sitemap protocol supports the **E-Government Act of 2002** requirements to:
 - “Organize and categorize information intended for public access and ensure it is searchable across agencies...[using] sophisticated Internet search functions (including their crawl and index mechanisms)...”
 - “...publish your information directly to the Internet...expos[ing] information to freely available and other search functions [that] adequately [organize] and [categorize] your information.”
 - “...[When] disseminating significant information dissemination products, advance preparation, such as using formal information models, may be necessary to ensure effective interchange or dissemination. This procedure is needed when freely available and other search functions do not adequately organize and categorize your information.”
 - The Sitemap protocol also supports the **Federal Enterprise Architecture's Data Reference Model 2.0** requirements to:
 - “Identify how information and data are created, maintained, accessed, and used...[and] Define data and describe relationships among data elements used in the agency's information systems.”
- * Source: [Federal Sitemaps](http://colab.cim3.net/cgi-bin/wiki.pl?FederalSitemaps) (<http://colab.cim3.net/cgi-bin/wiki.pl?FederalSitemaps>), Semantic Interoperability (SICoP) and XML (xmlCoP) Community of Practice.

Next steps for web managers: Prepare

- Audit your agency's sites to identify uncrawlable elements
 - Google can provide support with analysis: **sitemap-partners@google.com**
 - Sample sitemapping target list:
<http://spreadsheets.google.com/pub?key=pUb62ZKHnzgqEoGF4LFf3Gw>
- Get trained:
 - Attend Google's webinar on technical steps to implementing sitemaps: Thursdays, 3:00 EST
 - Or arrange dedicated webinar for your agency

Next steps for web managers: Implement

- Sign up at www.google.com/sitemapsgov:
 - Verify your sites' ownership
 - Produce and upload sitemaps
- Get answers:
 - At Webmaster Central: www.google.com/webmasters
 - Or directly: sitemap-partners@google.com
- Track your progress

Making your agency's sites more accessible

- Implementing sitemaps can **enhance**, but **does not replace**, a web search engine's crawling
- It does not guarantee inclusion, but helps to provide users **more information** and **fresher results**

- The Sitemap protocol is an **open, industry standard**
- Ensures **all** your agency's public information and services are discoverable by **all** potential users
- Also **accelerates** the inclusion of new information in search results

- Makes web search engine crawling **more efficient**, reducing demands on servers
- **Most sitemaping tools are free** and can be easy to implement
- Can be readily **replicated** across web search engines